

Date: 16-Oct-12
TO: Susie Toma
Cheryl Long
FROM: Dawn Tavoletti

copy: Cedric Thomas
Jennifer Stewart
DeAnna Datillo
Public File

RE: **Political Rebate**
Candidate: Rothfus
Week of: 10/8 - 10/14
Contract Number: 321742 - HL 6183753

Dayparts:

Line #	ordered	Length	rate paid	Rate Section	# of spots	LUC	Rebate amount
36	6-7A M-F	:30	\$575	5	2	\$350	\$450

TOTAL REBATE (Gross) \$450
(Net) \$382.50



Billing Adjustment Form

☒ WPXI-TV☐ PCNC☐ EPXI☐ WPXI.com☐ WPXI Mobile

Agency Strategic Media
Client Pol/Rothfus
Campaign/Title Congress

Write-up Date 10/16/12
Requested By J. Tavoletti
Resolution Date _____

Reason:

Customer Deduction _____
Sales Person Error _____
Billing Error _____
Traffic Error _____
Separation/Scheduling Problem _____
Late Run _____
Other ☒

Reference:

Invoice No. _____
Invoice Date _____
Contract No. 321742

Explanation of Adjustments by Requestor: LUL

Additional Explanation by _____:

GROSS Amount to be Credited: \$ 450.00 Debited: \$ _____

NET Amount to be Credited: \$ 382.50 Debited: \$ _____

ROUTE IN THIS ORDER FOR TRACKING AND APPROVAL:

1. Account Executive: _____ Approved _____ Date _____
2. Local/National Sales Manager: J. Tavoletti Approved ☒ Date 10/16
3. General Sales Manager: _____ Approved _____ Date _____
- General Manager (Over \$5000): _____ Approved _____ Date _____
4. Final Approval: Controller: _____ Approved _____ Date _____

Entered On Spreadsheet _____ Entered as done _____ Entered in OSi _____



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43205

Contract # 321742

Schedule Dates 10/03/12-11/05/12
Advertiser Pol/K Rothfus/R/Congress (13160)
Agency/T-Code Strategic Media Placement (3469)/157739025
Product Political - Federal Candidate (1067)
Brand POL/K ROTHFUS/R/CON/PA (130629)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name EVERSOLE,WHITNEY
Phone/Fax /
CPE 2409
Account Types National/Political
Billing Type Standard
Comments KETH ROTHFUS
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 07/12/12
Last Modified 10/12/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06183753
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$16,173.75
Net Total \$91,651.25
Sales Tax

Pittsburgh (WPXI)		
By Broadcast Month	Spots	Rate
Oct. 2012	80	\$68,925.00
Nov. 2012	43	\$38,900.00
Grand Total:	123	\$107,825.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
35.0	Normal Line / Spot	10/03/12-10/05/12	5	:30	5:59A- Channel 11 News 6am	2			X	X	X			2	\$75.00	\$1,150.00	Pittsburgh (WPXI)	NEWS 6-7A/27	8/17/12
36.0	Normal Line / Spot	10/08/12-10/12/12	5	:30	5:59A- Channel 11 News 6am	2	X	X	X	X	X			2	\$75.00	\$1,150.00	Pittsburgh (WPXI)	NEWS 6-7A/28	8/29/12
37.0	Normal Line / Spot	10/15/12-10/19/12	5	:30	5:59A- Channel 11 News 6am	3	X	X	X	X	X			3	\$75.00	\$1,725.00	Pittsburgh (WPXI)	NEWS 6-7A/28	8/29/12
38.0	Normal Line / Spot	10/22/12-10/26/12	5	:30	5:59A- Channel 11 News 6am	4	X	X	X	X	X			4	\$75.00	\$2,300.00	Pittsburgh (WPXI)	NEWS 6-7A/28	8/30/12
39.0	Normal Line / Spot	10/29/12-11/02/12	5	:30	5:59A- Channel 11 News 6am	4	X	X	X	X	X			4	\$75.00	\$2,300.00	Pittsburgh (WPXI)	NEWS 6-7A/28	8/29/12
40.0	Normal Line / Spot	11/05/12-11/05/12	5	:30	5:59A- Channel 11 News 6am	1								1	\$75.00	\$75.00	Pittsburgh (WPXI)	NEWS 6-7A/29	8/29/12
41.0	Normal Line / Spot	10/03/12-10/05/12	5	:30	7A- 8A (EST)	2			X	X	X			1	\$475.00	\$475.00	Pittsburgh (WPXI)	TODAY 7-8A/30	8/29/12
42.0	Normal Line / Spot	10/08/12-10/12/12	5	:30	7A- 8A (EST)	3	X	X	X	X	X			3	\$475.00	\$1,425.00	Pittsburgh (WPXI)	TODAY 7-8A/31	8/29/12
43.0	Normal Line / Spot	10/15/12-10/19/12	5	:30	7A- 8A (EST)	3	X	X	X	X	X			3	\$475.00	\$1,425.00	Pittsburgh (WPXI)	TODAY 7-8A/31	8/29/12
44.0	Normal Line / Spot	10/22/12-10/26/12	5	:30	7A- 8A (EST)	4	X	X	X	X	X			4	\$475.00	\$1,900.00	Pittsburgh (WPXI)	TODAY 7-8A/31	8/29/12
45.0	Normal Line / Spot	10/29/12-11/02/12	5	:30	7A- 8A (EST)	4	X	X	X	X	X			4	\$475.00	\$1,900.00	Pittsburgh (WPXI)	TODAY 7-8A/31	8/29/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.